

What is claimed is:

1. A method of adhering an adhesive-coated film to a substrate having a surface, comprising:
 - 5 a) heating the film to the softening point of the film,
 - b) applying the soft film to the substrate with pressure using a Heat Neutral Pressure Source.
- 10 2. The method of claim 1, wherein the surface of the substrate is irregular.
3. The method of claim 2, wherein
 - 15 a) the film is applied to the substrate without heating, maximizing the contact of the film to the substrate,
 - b) heating portions of the film that are not in contact with the substrate to the softening point of the film,
 - 20 c) applying the soft film to the substrate with pressure using a Heat Neutral Pressure Source.
4. The method of claim 1, wherein the adhesive is removable.
- 25 5. The method of claim 1, wherein the adhesive is heat activated.
6. The method of claim 1, wherein the film is a vinyl film.
- 30 7. The method of claim 6, wherein the film is heated to a temperature between about 350 and 400°C and immediately contacted to the substrate.

8. The method of claim 1, wherein the film is a polyolefin film.
9. The method of claim 8, wherein the polyolefin film is selected from the group consisting of polypropylene and polyethylene film.
- 5 10. The method of claim 8, wherein the film is heated to a temperature between about 300 and 500°C and immediately contacted to the substrate.
- 10 11. The method of claim 1, wherein the film is heated using a heat source that generates radiant energy.
12. The method of Claim 1, wherein the film is heated using a heat source that generates hot air.
- 15 13. The method of claim 1, wherein the Heat Neutral Pressure Source has a Poisson's ratio of less than 1.
14. The method of claim 1, wherein the Heat Neutral Pressure Source has a Poisson's ratio of less than 0.9.
- 20 15. The method of claim 1, wherein the Heat Neutral Pressure Source is a foam material.
16. The method of claim 1, wherein the Heat Neutral Pressure Source is an open cell foam material having cells that are no larger than about 0.5 mm in diameter.
- 25 17. The method of claim 1, wherein the Heat Neutral Pressure Source is an open cell foam material having cells that are no larger than about 0.2 mm.
- 30 18. The method of claim 1, wherein the Heat Neutral Pressure Source is a dauber having a pressure-imparting surface of about 7 cm diameter.

19. The method of claim 1, wherein the Heat Neutral Pressure Source is an open cell foamed silicone material.

5 20. An article for softening a film and adhering the film to a surface of a substrate, the article comprising:

a) a heat source and

10 b) a pressure source;

wherein the pressure source is heat neutral and wherein the heat source and the pressure source direct heat and pressure at an intersecting location on the surface where the film contacts the surface.

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21. The article of Claim 20, wherein the heat source has at least one nozzle for directing heat toward the film.

22. The article of Claim 20, wherein the heat source operates at a
20 temperature of greater than about 150°C.

23. The article of Claim 20, wherein the heat source generates radiant energy.

25 24. The article of Claim 20, wherein the heat source generates hot air.

25. The article of Claim 20, wherein the pressure source is a roller.

26. The article of Claim 20, wherein the pressure source is an annulus
30 about the heat source.

27. The article of Claim 24, further comprising a deflector and a baffle in the line of hot air to redirect the hot air from one location along the deflector to another location along the deflector.

5 28. The article of Claim 20, wherein the pressure source is a roller and wherein the film rotates on the roller prior to application to the surface.

29. A method of saving labor of adhering an adhesive-coated film to a substrate having a surface, comprising the steps of:

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(a) distributing a film to a party that has been taught to use the method of Claim 1;

(b) optionally permitting such party to print an image on the film; and

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(c) permitting such party to use the method to adhere the film to a surface of the substrate.

30. A kit for application of films to a substrate, comprising:

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a) a Heat Neutral Pressure Source, and

b) a heat source adapted for applying heat to an adhesive coated film during application to a substrate.

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31. The kit of claim 30, further comprising a film having removable adhesive coated thereon.

32. The method of claim 1, wherein the substrate surface is a highly textured surface.

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33. The method of claim 1, wherein the substrate is selected from the group consisting of concrete, cement, block, stucco, brick, fabric surfaces and carpeted surfaces.